International Journal of Agricultural
Science and Research (IJASR)
ISSN(P): 2250-0057; ISSN(E): 2321-0087
Vol. 8, Issue 5, Oct 2018, 9-16
© TJPRC Pvt. Ltd.

TRANS STELLAR
•Journal Publications •Research Consultancy

PERCEIVED EFFECTIVENESS OF PADDY PROMOTION PROGRAMMES UNDER DECENTRALIZED PLANNING PROCESS

SALPRIYA SEBY[1], M. J. MERCYKUTTY[2] & R. SENDILKUMAR[3]

[1]*PG Scholar, Department of Agricultural Extension, College of Horticulture, Kerala Agricultural University, Vellanikkara, Thrissur, Kerala, India*

[2]*Associate Professor, Department of Agricultural Extension, College of Horticulture, Kerala Agricultural University, Vellanikkara, Thrissur, Kerala, India*

[3]*Professor (Agricultural Extension), College of Cooperation, Banking and Management, Kerala Agricultural University, Vellanikkara, Thrissur, Kerala, India*

ABSTRACT

The study entitled "Perceived effectiveness of paddy promotion programmes under decentralized planning process" was conducted in Thrissur district of Kerala, India. Ex-post facto research design was followed. Thirty beneficiary farmers, each from three major rice producing gramapanchayats of the district viz; Chelakkara, Adat and Arimpur were randomly selected using multi stage sampling technique. Kruskal Wallis test was employed to rank and assess the perception of the beneficiaries. The analysis revealed that the beneficiary farmers from Adat panchayat had a greater perception score, followed by Chelakkara panchayat. The result draws special attention to the mean perception score of the beneficiaries of Arimpur panchayat, which was very low as compared to the beneficiaries of other two studied panchayats. Based on the research findings some suggestions are put forth.

KEYWORDS: Perception on Effectiveness, Paddy Promotion Programmes & Decentralized Planning

Received: Jun 20, 2018; **Accepted:** Aug 16, 2018; **Published:** Aug 28, 2018; **Paper Id.:** IJASROCT20182

Original Article

INTRODUCTION

Rice is the staple food of Keralites. Paddy cultivation in Kerala has steadily shrunk due to many factors. But, under the unique system of decentralized planning, decision to devolve 35 to 40% of the plan funds to local governments with the condition that at least 30% should be spent on productive sectors has been made (GOI, 2006).Accordingly, the local governments are taking up many initiatives to promote paddy cultivation to ensure the food security in the State.

The future of paddy cultivation in the State depends mainly on the effective implementation of these development programmes. This implies the need for assessing the success of these programmes. Beneficiary assessment proves to be an effective indicator for this. Considering these aspects, the present study was taken up to assess the perception of the beneficiary farmers on the effectiveness of paddy promotion programmes implemented under decentralized planning. The results of the study suggest suitable modifications for improving the effectiveness of the various paddy promotion programmes.

METHODOLOGY

The study was conducted in Thrissur district during the year 2017. Ex-post factor research design was used for the study. According to DES (2016), Thrissur district stands third in rice production in the State. Based on the secondary data and discussion with the Officials of State Department of Agriculture, three leading blocks viz; Pazhayannur, Puzhakkal and Anthikkad and from these one gramapanchayat each namely, Chelakkara, Adat and Arimpur respectively with substantial cropped area under paddy cultivation were selected. The respondents included randomly selected 30 beneficiary farmers each from the three selected gramapanchayats. Pre-tested structured questionnaires, focused group discussions and interview methods were employed to collect data from the respondents.

The decentralized planning in Kerala is unique by decision and with location specific micro level approch. Under decentralized planning, in Chelakkara gramapanchayat, "Comprehensive rice development projects" to increase the productivity through distribution of high yielding variety seeds, organic manure, green manure, fertilizers, *Pseudomonas*, micro nutrients were distributed, to up lift the socio-economic status of the farmers through labour costincentives, assistance for adopting planting plant protection measures through distribution of Knapsack sprayer and weed cutter were carried out. In Adat gramapanchayat, "Comprehensive Organic based Rice Development Project" was implemented with different components like distribution of different inputs viz; seeds, production enhancing items, organic manure, bio-control agents like *Pseudomonas*, *Trichoderma*, sprayers, and assistance to farmers to meet the expense in curred as labour cost. Later, "Paddy cultivation assistance to Scheduled Caste youth" scheme was initiated with an objective to encourage the SC youth (GOK, 2017). In Arimpur gramapanchayat, "Distribution of High yielding variety paddy seed" was implemented each year with an objective to distribute high yielding variety seeds, and thereby to increase the productivity of the crop. In 2012-13 in addition to seed distribution, Knapsack sprayers were also distributed (Sulekha, 2017).

In this study, the perception of the respondents on effectiveness of paddy promotion programmes under decentralized planning were analysed under five dimensions namely "socio-economic dimension", "agricultural input supply", "institutional support", "knowledge enhancement" and "empowerment perspectives". Each dimension represented by set of statements was used, where every statement was evaluated by using a five-point continuum. The agreements were strongly agree, agree, undecided, disagree and strongly disagree and weights assigned for different agreement were 5, 4, 3, 2 and 1, respectively. Perception index was calculated for each dimension using the equation:

Overall perception index and dimension-wise perception index were found out, and were then subjected to Kruskal Wallis test, and each panchayats were ranked based on the descending order of mean score obtained.

RESULTS AND DISCUSSIONS

Socio-Economic Profile of Paddy Farmers

For better understanding of the scenario, the profile of the farmers was recorded and the results are presented below.

Table 1: Socio-Economic Profile of the Beneficiary Farmers

(n= 30 each)

Si. No	Characteristics	Category	Respondents Adat	Respondents Arimpur	Respondents Chelakkara
			Percentage	Percentage	Percentage
1	Age	Young (Up to 35 years)	0.00	3.30	0.00
		Middle (36 to 55 years)	46.70	46.70	36.70
		Elderly (56 years and above)	53.30	50.00	63.30
2	Gender	Male	96.70	73.30	70.00
		Female	3.30	26.70	30.00
3	Education	Illiterate	0.00	0.00	3.30
		Primary school	3.30	26.70	23.30
		High school	50.00	33.30	53.30
		Higher secondary	26.70	20.00	6.70
		Diploma	10.00	0.00	3.30
		Graduation or above	10.00	20.00	10.00
4	Family size	Small (Up to 2 members)	26.70	3.30	16.70
		Medium (3 to 4 members)	26.70	40.00	33.30
		Large (5 to 6 members)	46.70	43.30	36.70
		Very large (above 6 members)	0.00	13.30	13.30
5	Occupation	Farming	100.00	83.30	90.00
		Business	0.00	6.70	0.00
		Private employee	0.00	0.00	6.70
		Labourer	0.00	6.70	3.30
		Self- employed	0.00	3.30	0.00
6	Subsidiary occupation	Farming	0.00	16.70	10.00
		Business	0.00	0.00	6.70
		Private employee	40.00	6.70	6.70
		Labourer	3.30	30.00	33.30
		Self-employed	6.70	13.30	6.70
		Retired/ Pensioner	10.00	16.70	13.30
		Nil	40.00	16.70	26.70
7	Experience	Up to 15 years	6.70	20.00	10.00
		16 to 30 years	30.00	30.00	40.00
		31 to 45 years	40.00	30.00	20.00
		Above 45 years	23.30	20.00	30.00
8	Annual income	Low (Up to $ 50000)	0.00	0.00	0.00
		Medium ($ 50001 to 1 lakh)	0.00	23.30	16.70
		High (above 1 lakh rupees)	100.00	76.70	83.30
9	Farm size (in acres)	Marginal (Below1 acre)	13.30	40.00	43.30
		Small (1.01 to 3 acres)	40.00	40.00	40.00
		Medium (3.01 to 5 acres)	26.70	6.70	6.70
		Large (Above 5 acres)	20.00	13.30	10.00
10	Area under paddy	Marginal (Below1 acre)	36.70	33.30	36.70
		Small (1.01 to 3 acres)	36.70	40.00	36.70
		Medium (3.01 to 5 acres)	23.30	10.00	23.30
		Large (Above 5 acres)	3.30	13.30	3.30
11	Pattern of ricecultivation	Leased	0.00	3.30	3.30
		Owned	100.00	70.00	66.70
		Both leased and owned	0.00	26.70	30.00

Source: Compiled from Primary Data

Majority of the beneficiaries belonged to elderly age group (56 years and above), possessed high school education, were found to have large family with 5- 6 members and an annual income above 1 lakh. Majority were small farmers (1.01 to 3 acres) and were found cultivating in their own piece of land.

Perception of Beneficiary Farmers on Effectiveness of Paddy Promotion Programmes

Table 2: Perception of Beneficiary Farmers on Effectiveness of Programmes

Si. No	Dimensions	Kruskal Wallis Test (n = 30 each)			
		Adat	Arimpur	Chelakkara	H Value
Sub – Dimensions					
1	Socio-economic development	29.92 (3)	31.33 (2)	75.25 (1)	62.7**
2	Agricultural input supply	74.25 (1)	15.62 (3)	46.63 (2)	76.3**
3	Institutional support	53.92 (1)	47.63 (2)	34.95 (3)	8.7*
4	Knowledge enhancement	60.33 (1)	20.57 (3)	55.60 (2)	42.8**
5	Empowerment perspective	56.32 (1)	46.92 (2)	33.27 (3)	12.6**
Dimensions					
I.	Overall perception	67.67 (1)	15.93 (2)	52.90 (3)	62.6**

Source: Compiled from Primary Data

() Ranks are given in parenthesis

** *Significance at 5 per cent*

* *Significance at 10 per cent*

Kruskal Wallis test was employed to rank and assess the perception of the beneficiaries of three panchayats on the effectiveness of paddy promotion programmes implemented under decentralized planning.

The analysis revealed that the beneficiary farmers from Adat panchayat had a greater perception score on the effectiveness of paddy promotion programmes implemented under decentralized planning, followed by Chelakkara panchayat. The result draws special attention to the mean perception score of the beneficiaries of Arimpur panchayat, which was very low as compared to the beneficiaries of other two panchayats.

Dimension-wise perception of beneficiary farmers on effectiveness of paddy promotion programmes highlights that beneficiaries of Adat panchayat had higher mean perception towards various dimensions *viz*; agricultural input, institutional factors, knowledge and empowerment aspects and a lower mean perception towards socio economic aspects. The external institutions like Farmers Service Cooperative banks were highly relied upon by the farmers.

The Adat farmers have been facilitated with strong institutional support, which eased the implementation as well as benefit availing processes to a great extent. This was one of the vital factors that have resulted in higher perception towards input and institutional aspects, even though the components a vailed was less compared to other study areas. The low perception of Adat farmers on socio-economic aspects can be substantiated by considering their annual income, which throws light to the fact that the beneficiaries of Adat were comparatively well off and might have perceived that, the implementation of the schemes had comparatively less effect. The literature review supports the fact that farmers in Adat panchayat had been very enthusiastic and innovative and early adopters of the latest practices in farming (Nidhin, 2015). This can be viewed as the foremotreason for their greater perception towards knowledge as well as empowerment aspects.

Beneficiaries of Arimpur panchayat had moderate mean perception on socio- economic, institutional and empowerment aspects and comparatively low mean perception on agricultural input aspects and knowledge aspects.

The low perception on agricultural input aspects was mainly due to delayed input supply, low quality of the seeds supplied resulted in poor germination. To overcome this reached scenario the farmers use double rate of seed and higher dose of fertilizer which aggravate the situation. This justifies their low perception score towards knowledge aspects and also influences the socio economic perception. The lack of knowledge on scientific cultivation practices leads to incur

increased cost of paddy cultivation.

Limited number of subsidized components in schemes and in adequate incentives to meet the increasing wage rate aggravate the socio-economic state even when the farmers perceived the scheme implemented as relevant to their situation. This rationalizes the moderate perception score of farmers on socio-economic aspects. The farmers relied mainly on Krishibhavan for availing benefits. The overload of work assigned to the Agricultural Officer resulted in reducing the number of visits made to farmers fields, and was confined to whenever the farmer calls upon the officer for a field visit to solve any immediate need. The *padasekharasamithis* were active in the area and had been facilitating the farmers with required assistance on time, inclusive of market assistance. Hence, the beneficiary farmers had moderate perception score on institutional aspects. The farmers claimed to have used great interest in availing paddy schemes, as it revitalized the group activities carried out through the padasekharasamithis, which further boosted up their spirits to be the best *padashekaram*. At the same time, it was noted that the scheme shad moderate influence to assure economic empowerment. Therefore, the medium perception score for empowerment aspect was exhibited.

A high mean perception on socio-economic aspects, medium or moderate mean perception on agricultural input aspects and knowledge aspects, and low mean perception on institutional and empowerment aspects were exhibited by the beneficiaries of Chelakkara panchayat.

The beneficiaries from Chelakkara unanimously opined that the implementation of paddy schemes had a positive influence on the socio-economic condition. They stated that the schemes implemented were relevant and need based. The incentives provided were highly effective in coping up with the high wage rates and increasing cost of cultivation. They disclosed that, climatic vagaries as the major hindering factor which prevented them from enjoying the full benefits of the schemes. The beneficiaries disclosed that the quality of the inputs supplied was satisfactory, but timely availability of required quantity was not assured. The farmers agreed that they were availing fertilizers, plant protection chemicals and botanical satsubsidized rates. Moderate perception score on knowledge aspects points out to the fact that they are becoming more aware of the importance of paddy field conservation, adverse effect due to the overuse of chemicals and have started adopting scientific practices in fields. Some of the farmers have developed interest towards organic farming also. The farmer shad low level of perception on institutional aspects since there was delay in supply of required inputs, and they opined that *padashekharasamitis* were extending great help in tackling the immediate needs of the farmers. The farmers stated that carrying out the field operations as a group, has helped to reduce cost, and enable mechanization to a greater extent. The schemes have succeeded in arousing interests among farmers but failed to attract youth and women.

The overall result obtained reveals that beneficiaries of Adat panchayat has perceived the schemes as most effective, and beneficiaries of Arimpur panchayat has perceived it as least effective. Farmers of Chelakkara panchayat perceived that the schemes were moderately effective, which might be due to climatic vagaries. Rubeena (2015) inferred that, majority of the respondents from Kottayam and Thiruvananthapuram districts had medium level of perception about effective implementation of ATMA schemes. These are in accordance with the present study results.

Suggestions for Improving the Effectiveness of Paddy Promotion Programmes

Based on the Research Findings, Some Suggestions are Put Forth as follows

- More schemes and scheme components including distribution of organic components and farm implements should be added with simplified procedure of availing benefits.

- Schemes attracting the women and youth should be included more.
- Since majority of the farmers fall in marginal and small farmer category, scheme saimingupl and fallow land cultivation should be initiated to bring more area under paddy.
- Service of more field officers for regular monitoring of field activities may been sured based on the geographical area of the panchayat and for strengthening monitoring systems.
- Strengthen the institutional linkages – Farmers Service Cooperative Banks, input dealers, marketing agents.
- Promote formation of '*thozhilsena*' groups by Kudumbashree members and youth.
- Empower Office bearers of *padasekharasamithis* and leading farmers through trainings.
- Create awareness about the features of every scheme before the implementation.
- Steps should be taken to ensure timely supply of inputs and provision should be made for timely disbursement of procurement price to the farmers.
- Merge the schemes with Mahatma Gandhi National Rural Employment Guarantee Scheme for ensuring adequate labour supply.
- Formulate projects for financial assistance for establishing infrastructural facilities at panchayat level.
- Promote schemes on processing and value addition as well as capacity building programmes.
- Agro Service Centres can be established under society registration at panchayat level, and can act as input and service provider for various agricultural schemes.
- Community level seed bank can be promoted.
- Rice producer companies can be promoted in panchayats with steady and large area under cultivation and with aspiring and innovative farmers.

CONCLUSIONS

Results of the study revealed that the beneficiary farmers from Adat panchayat had a greater perception score on the effectiveness of paddy promotion programmes implemented under decentralized planning, followed by Chelakkara panchayat. The mean perception score of the beneficiaries of Arimpur panchayat, was very low as compared to the beneficiaries of other two panchayats.

Dimension-wise perception of beneficiary farmers on effectiveness of paddy promotion programmes pointed out that beneficiaries of Adat panchayat had higher mean perception towards various dimensions *viz*; agricultural input, institutional factors, knowledge and empowerment aspects and a lower mean perception towards socio-economic aspects. Beneficiaries of Arimpur panchayat had moderate mean perception on socio-economic, institutional, and empowerment aspects and comparatively low mean perception on agricultural input aspects and knowledge aspects. A high mean perception on socio-economic aspects, medium or moderate mean perception on agricultural input aspects and knowledge aspects and low mean perception on institutional and empowerment aspects were exhibited by the beneficiaries of Chelakkara panchayat. Effectiveness of paddy promotion programmes can be improved through implementing the

suggestions listed.

REFERENCES

1. *DES [Directorate of Economics and Statistics]. 2016. DES home page (on-line). Available: https://kerala.gov.in/documents/10180/ad430667-ade5-4c62-8cb8-a89d27d396f1[31 May.2017].*
2. *GOK [Government of Kerala]. 2017. Adat Grama Panchayat– Paddhathi Rekha 2016-17. Department of Agriculture, Kerala, 63p.*
3. *GOI [Government of India]. 2006. Decentralized Planning Experience in Kerala. Available: http://planningcommission.gov.in/reports/peoreport/peoevalu/peo_kerla.pdf [Aug. 29, 2016].*
4. *Nidhin, T. R. "Adat, a model gramapanchayat to emulate". Internet: www.deccanchronicle.com/151009/nation-current-affairs/article/ adat-model-grama-panchayat-emulate, Oct. 20, 2015 [May 16, 2017].*
5. *Scaria, R., & Vijayan, P. Spatio-Temporal Changes In The Cropping Pattern Of Paddy Fields In Kerala State, A Geospatial Analysis On Palakkad District.*
6. *Rubeena, A. 2015. Revitalization of Agricultural Technology Management Agency (ATMA): A comparative study in Thiruvananthapuram and Kottayam districts of Kerala, M.Sc. (Ag.) thesis, Kerala Agricultural University, Thrissur, 156p.*
7. *Sulekha. 2017. Sulekha home page [On-line]. Available: https://plan.lsgkerala. gov.in/ formulation/ [20 May 2017].*